BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Foundation Diploma in Marketing Pearson BTEC International Level 3 Diploma in Marketing Pearson BTEC International Level 3 Extended Diploma in Marketing
Unit number and title	**Unit 14: Digital Analytics**
Learning aim(s)	**C** Review the success of digital marketing using appropriate data analysis techniques and digital analytics measurements
Assignment title	**Measuring the success of digital analytics**
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	Your employer now wants you to use your knowledge of digital analytics to measure the success of a recent digital marketing campaign for one of its clients. Your results are to be prepared as part of a presentation to your employer as well as other members of the agency and potentially also the clients.

Tasks	You must complete the following: • Choose appropriate data analysis tools and use of digital analytic metrics with justification given • Explain measurable outcomes achieved for the digital marketing campaign • Justify the reasons for measuring success using digital analytics • Evaluate the success of the digital marketing campaign against the measurable outcomes Once the initial feedback on the success of the digital marketing campaign has been given you should also: • Reflect on any challenges faced in the digital marketing campaign as highlighted by the digital analytics • Make recommendations for any future improvements of the digital marketing campaign (again with justification given from the digital analytics)

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Checklist of evidence required	• Presentation • Associated materials

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria, you must show that you are able to:
14/C.D3	Evaluate the success of a digital marketing campaign using appropriate data analysis and digital analytics against performance measures and criteria and give recommendations for improvement
14/C.M3	Analyse the given data using appropriate data analysis techniques and digital analytics to measure the success of digital marketing
14/C.P4	Select appropriate digital analytics that can be used to analyse a given data set
14/C.P5	Explain appropriate data analysis techniques to measure the success of digital marketing
Sources of information to support you with this Assignment	Digital Marketing and Analytics blogs https://blog.hubspot.com/marketing/digital-marketing-analytics https://www.kunocreative.com/blog/digital-marketing-analytics Digital Analytics Glossary https://www.atinternet.com/en/glossary/ Digital marketing magazine www.digitalmarketingmagazine.co.uk Evaluating a digital marketing campaign www.forbes.com/sites/theyec/2012/10/13/5-steps-to-evaluate-your-companys-digital-marketing-strategy/#4c002aac4259 Reviewing a digital marketing campaign www.smartinsights.com/traffic-building-strategy/campaign-analytics/how-to-review-a-marketing-campaigns-effectiveness/
Other assessment materials attached to this Assignment Brief	*Data set*

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